

**REMARKS**

Claims 1, 2, 13, 21 and 26-29 and 31 are the only currently active claims pending in this application. This paper cancels claims 14, 20 and 30. The foregoing separate sheets marked as "Listing of Claims" show all the claims in the application, each with an indication at its first line showing its current status.

The Office Action rejects claims 1, 2, 13, 21 and 26 under 35 U.S.C. § 102(a) as being anticipated by U.S. Patent No. 6,061,719 ("Bendellini"). See Office Action at pages 3-7.

Applicants respectfully traverse the rejection. Applicants respectfully submit that Bendellini lacks structure and functions meeting the broadest reasonable meaning of Applicants' claim elements and their recited arrangement and, therefore, respectfully request that the rejection be reconsidered and withdrawn.

All of Applicants' pending claims include means or acts of storing customer attributes, the attributes including at least one from the group consisting of the customer's age, customer's nationality, and customer's gender. See claim 1, currently amended, at lines 4-6; claim 2, currently amended, at lines 6-8; claim 13, currently amended, at lines 2-4; and claim 21, currently amended, at lines 5-7. See Specification, at page 41, lines 3-18.

Bendellini's set-top box 34 and decoder 52 do not "store customer information data representing attributes of a customer "including at least one from the group consisting of the customer's age, customer's nationality, and customer's gender." Bendellini stores nothing other than the URLs that the browser in the set-top box 34 or decoder 52 was commanded to visit, or that the unit 34 or 52 extracted. See Bendellini, at column 5, lines 46-57. Therefore, for this and other reasons, Bendellini cannot anticipate any of Applicants' pending claims.

Bendellini's set-stop box 34 and decoder 52 do not generate any customer-specific advertisement that is based on the claimed customer

information data representing the claims' defined attributes of a customer. Bendellini's set-top box 34 and decoder 53 receive a television signal with embedded URLs, from the "Broadcast Transmitter" 2, display the URLs as text on the user's television 34 and, if the user enters a command, the unite 34 or 52 browser visits the corresponding web page and displays it to the user. Therefore, for this additional reason, Bendellini cannot anticipate any of Applicants' pending claims.

Bendellini's set-stop box 34 and decoder 52 do not transmit any customer-specific advertisement based on, or to a destination based on, "a destination address (or) customer address corresponding to said customer" - which is a limitation of each and every of Applicants' pending, active claims. Bendellini's set-top box 34 and decoder 53 only receive a television signal with embedded URLs, send the URLs as text to the user's television 36, and, if the enters a command, the browser visits the corresponding web page and sends the content to, and only to, the user's computer 54 or television 36. Therefore, for this additional reason, Bendellini cannot anticipate any of Applicants' pending claims.

### **Conclusion**

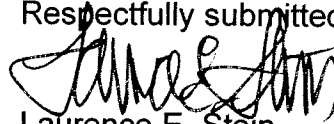
In view of the foregoing, Applicants respectfully request that the application be reconsidered, that claims 1, 2, 13, 21, 26 to 29, and 31 be allowed and that the application be passed to issue.

Should the Examiner find the application to be other than in condition for allowance, the Examiner is requested to contact the undersigned at 703-787-9400 (fax: 703-787-7557; email: mike@wcc-ip.com) to discuss any other changes deemed necessary in a telephonic or personal interview.

A Petition for a Two (2) Month Extension of Time, with authorization for charging the required fee from Attorney's Deposit Account No. 50-2041, is filed concurrently herewith.

If any further extension of time is required for this response to be considered as being timely filed, a conditional petition is hereby made for such additional extension of time. Please charge any deficiencies in fees and credit any overpayment of fees to Attorney's Deposit Account No. 50-2041.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Laurence E. Stein", written over the typed name.

Laurence E. Stein  
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